

Table 15

**Median Sales per Square Foot of National Independent Stores Located  
at Community Shopping Centers  
Downtown Mountain View Market Feasibility Study**

Community Centers Retail Category/Selected Groups	Median Sales Per Sqft (1)	
	Independent	All Types (2)
<b>Eating and Drinking</b>		
Restaurants without liquor	\$173	
Restaurants with liquor	\$202	
Sandwich Shop	\$214	
Ice Cream Parlor	\$189	
Pizza	\$228	
Coffee/tea	\$187	
Delicatessen	\$183	
Bakery	\$117	
Average	\$187	\$229
<b>Retail</b>		
Specialty Food	\$156	
Women's Specialty	\$170	
Computer/Computer Software	\$357	
Home Accessories	\$235	
Records and Tapes	\$128	
Collectibles	\$128	
Books	\$127	
Decorative Accessories	\$151	
Pet Shop	\$154	
Cosmetic/Beauty Supplies	\$99	
Average	\$173	\$179
<b>Services</b>		
Shoe Repair	\$94	
Video Tape Rental	\$84	
Dry Cleaners/Alterations	\$106	
Nail Salon	\$79	
Average	\$91	\$114

(1) Only the median sales per sqft for each retail category is available, rather than the average sales per sqft needed to compare downtown sales to nationwide independent stores.

(2) Includes all retail and service categories that are national chains, local chains and independent stores.